

## Message Text

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PAGE 01 STATE 076716  
ORIGIN STR-07

INFO OCT-01 EA-12 ISO-00 STRE-00 AGRE-00 CIAE-00  
COME-00 EB-08 INR-10 LAB-04 NSAE-00 SP-02 TRSE-00  
FRB-01 OMB-01 L-03 ITC-01 PA-02 USIA-15 NSC-05  
/072 R

DRAFTED BY STR:SSCHWAB:GD  
APPROVED BY STR:WEBARREDA  
USDA:RSCHROETER  
STATE:HCOCHRANE (INFO)  
STR:JDONALDSON  
STR:JSTARKEY  
STATE:JCUNNINGHAM (SUBS)  
-----123660 242318Z /42  
R 241911Z MAR 78  
FM SECSTATE WASHDC  
TO AMEMBASSY TOKYO

UNCLAS STATE 076716

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: REVISED PRESS RELEASE: CITRUS TEAM VISIT

REF: TOKYO 4196

PER REFTEL, THE FOLLOWING IS THE REVISED PRESS RELEASE WE  
INTEND TO ISSUE ON MARCH 29:

U.S. CITRUS EXPERT TEAM TO VISIT JAPAN

WASHINGTON, MARCH 29, 1978 -- A TEAM OF U.S. CITRUS INDUS-  
TRY EXPERTS LEAVES FOR TOKYO NEXT WEEK AS PART OF A BI-  
LATERAL EFFORT TO EXPAND TRADE WITH JAPAN, SECRETARY OF  
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AGRICULTURE BOB BERGLAND AND SPECIAL REPRESENTATIVE FOR  
TRADE NEGOTIATIONS ROBERT S. STRAUSS ANNOUNCED TODAY. THIS  
UNDERTAKING IS TO FOLLOW-UP RECENT BILATERAL TRADE TALKS  
BETWEEN THE U.S. AND JAPAN WHICH RESULTED IN THE ANNOUNCE-  
MENT OF MEASURES TO IMPROVE MARKET ACCESS IN JAPAN FOR  
FOREIGN GOODS IN A JOINT COMMUNIQUE ISSUED BY MINISTER OF  
EXTERNAL ECONOMIC AFFAIRS NOBUHIKO USHIBA AND AMBASSADOR

STRAUSS ON JANUARY 13.

THE U.S. CITRUS TEAM WILL BE IN TOKYO THE WEEK OF APRIL 2  
AND WILL BE DISCUSSING THE EXPANSION OF CONSUMPTION AND

TRADE OF FRESH AND PROCESSED CITRUS PRODUCTS, INCLUDING  
JUICE BLENDING, WITH THEIR JAPANESE COUNTERPARTS. THIS  
U.S./JAPAN INTER-INDUSTRY CITRUS GROUP HAS BEEN TASKED TO  
"STUDY THE PRESENT STATE AND FUTURE DEVELOPMENTS IN THE  
CITRUS SITUATION" AS WELL AS TO DISCUSS THE IMPLEMENTATION  
OF JAPAN'S AGREEMENT TO INCREASE THEIR ORANGE IMPORTS BY  
THREEFOLD TO 45,000 TONS AND THEIR QUOTA FOR CITRUS JUICE  
BY FOURFOLD TO 4,000 TONS.

THE MEMBERS OF THE U.S. CITRUS TEAM ARE DONALD M. RUBEL,  
CONSULTANT, ARLINGTON, VIRGINIA; WILLIAM K. QUARLES,  
PRESIDENT OF THE CALIFORNIA/ARIZONA CITRUS LEAGUE, VAN  
NUYS, CALIF.; RUSSELL HANLIN, VICE PRESIDENT OF SUNKIST  
GROWERS, INC., VAN NUYS, CALIF.; EUGENE SHAMOON, PRESIDENT  
OF THE PARAMOUNT CITRUS ASSOCIATION, INC., SAN FERNANDO,  
CALIF.; JAY HOLFORD, PRESIDENT OF THE TEXAS CITRUS EX-  
CHANGE, MISSION, TEXAS; ROBERT EGAN, EXPORT MANAGER OF  
D-N-E SALES, FORT PIERCE, FLA.; WARREN SAVANT, EXECUTIVE  
VICE PRESIDENT OF THE FLORIDA CANNERS ASSOCIATION, WINTER  
HAVEN, FLA.; AND MARVIN MCNAIR, ADMINISTRATIVE ASSISTANT  
TO THE VICE PRESIDENT OF SEALD-SWEET GROWERS, INC., TAMPA,  
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FLA. THEY WILL BE ACCOMPANIED BY SPECIALISTS FROM USDA'S  
FOREIGN AGRICULTURAL SERVICE AND OFFICIALS FROM THE OFFICE  
OF THE SPECIAL TRADE REPRESENTATIVE. VANCE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS RELEASES, VISITS  
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**TAGS:** ETRD, JA  
**To:** TOKYO  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
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20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014